

Subject: Re: DTLA Events Mailer - Send me your info!

From: "Joella Hopkins" <joella.hopkins@lacity.org>

Date: 4/16/18, 4:23 PM

To: Michael Filson; Wallis Locke; Paola Flores; Ariana Gomez; Darin Klein; Carolyn Leslie; Mark Levy; Lisa Sarno; Dallavo, Scott; Cheyanne Sauter; Miguel Vargas; Ellen Endo; Joanne Kumamoto

Circling back on this.

If you can please get me your updates asap. Dates for community focused events should fall between mid - May thru June.

Thank you.

Joella Hopkins

DTLA Area Director & Strategic Media

Office of Councilmember José Huizar

City of Los Angeles | Council District 14

City Hall

[200 N. Spring St | Room 465](#)

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For regular updates and to sign up for our E-Newsletter, please visit our [Jose Huizar CD 14 website](#).

On Wed, Apr 4, 2018 at 12:03 PM, Joella Hopkins <joella.hopkins@lacity.org> wrote:

Hi there. Hope this message finds you all fantastic this Wednesday afternoon. I wanted to touch base with you all and see if we can begin coordinating a new pilot program to help disseminate information to our DTLA community about all of our amazing events (events with a community focus only). We will be doing a printed mailing to our DTLA constituents every 4 - 6 weeks with here's what's happening in DTLA. If you could please send me the following to be included...

- Your logo - jpg, png.
- Calendar of events for mid May - mid to late June
 - This should be an abbreviated information posting - the idea is to intrigue so they follow up with your site directly.
- Website / Phone
 - Please provide me with how you want readers to follow up for additional information.

Can you please send me this information by the end of this week? I know it's a bit rushed but I have to design it and still get it approved on the City side, printed and out the door. I'll be bugging you for the following version in about 2 weeks.

Thank you.

Joella Hopkins

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